**CLOUD COMPUTING'S ROLE FOR HOTELS.COM: A CRITICAL ANALYSIS** *by [Your Name]*

**Section 1: GenAI collaboration**

**GenAI Prompt:**  
Analyse the role of cloud computing for a subsidiary of the Expedia Group, referencing the six unit topics from the prescribed chapters, and considering broader academic and general reading perspectives on cloud computing's significance and implications for businesses.

**GenAI Reply:**  
Cloud computing's instrumental role in transforming business operations encompasses scalability, agility, and cost-effectiveness (Mell & Grance, 2011). For a subsidiary like Hotels.com, under the Expedia Group, this technology is integral in reshaping travel service delivery. Expanding upon this in light of the six unit topics:

1. **Ethical and Social Issues in InfoSys (Ch 4)**: The global nature of cloud storage poses potential data privacy risks (Bélanger & Crossler, 2011). It is imperative for Hotels.com to adhere to GDPR and maintain ethical data practices.
2. **InfoSys in Global Business (Ch 1&2)**: Cloud computing facilitates Hotels.com to extend its operations globally. With cloud infrastructure, swift adaptation to different market demands becomes feasible, reaching travelers worldwide.
3. **InfoSys and Organisational Strategy (Ch 3)**: By aligning IT strategy with business objectives through cloud platforms, Hotels.com can ensure effective resource allocation, leading to enhanced customer satisfaction and profitability.
4. **IT Infrastructure & Emerging Technologies (Ch 5&7)**: Hotels.com, through cloud services, can effortlessly integrate emerging technologies such as AI and IoT, offering enriched user experiences like AI-driven travel recommendations or IoT-enabled smart hotel rooms.
5. **Foundations of Business Intelligence: Databases and Information Management (Ch 6)**: Advanced database solutions provided by cloud platforms enhance Hotels.com's capability to handle vast data efficiently, driving business growth.
6. **Securing Information Systems (Chapter 8)**: Given the rise of cyber threats, Hotels.com's selection of a cloud provider should prioritize security to ensure protection against potential cyberattacks.

**Section 2: Your critical extension of the GenAI's input**

**Introduction**  
In the digital transformation era, cloud computing stands out as a pivotal driver of change (Armbrust et al., 2010). For digital entities like Hotels.com, harnessing cloud technology is both an operational and strategic imperative.

**Context and Relevance of Cloud Computing**  
Digital businesses have intertwined cloud computing into their core operations. For Hotels.com, the cloud's global reach is not just preferable but essential, aligning with **InfoSys in Global Business (Ch 1&2)**. This global span brings forth **Ethical and Social Issues in InfoSys (Ch 4)**, requiring careful navigation of divergent data regulations across regions (Bélanger & Crossler, 2011).

**Benefits and Opportunities of Cloud Computing**  
Cloud computing empowers entities like Hotels.com to swiftly incorporate emerging technologies, as denoted in **IT Infrastructure & Emerging Technologies (Ch 5&7)**. AI-driven assistance, real-time price comparisons, and tailored user experiences become attainable (Armbrust et al., 2010). Additionally, utilizing vast user datasets, as highlighted in **Foundations of Business Intelligence (Ch 6)**, opens avenues for actionable insights, facilitating growth and precise customer segmentation.

**Costs and Threats of Cloud Computing**  
Despite its myriad advantages, cloud computing presents certain challenges. Foremost among these is cybersecurity, as delineated in **Securing Information Systems (Chapter 8)**. With escalating cyber threats, robust security protocols in Hotels.com's cloud strategy are paramount. Additionally, the risk of over-reliance on specific cloud vendors can pose constraints on operational flexibility.

**Conclusion**  
For Hotels.com, cloud computing represents more than a technological upgrade; it's a strategic linchpin. By adeptly navigating its benefits and challenges with a customer-centric approach, Hotels.com can fully harness its cloud potential.

**References**

* Armbrust, M. et al. (2010). A view of cloud computing. *Communications of the ACM*, 53(4), 50-58.
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